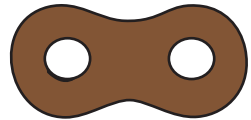
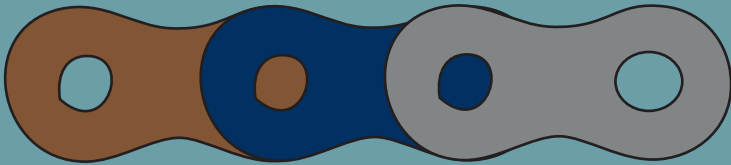


# MONTEREY BAY AREA REGIONAL BICYCLE TRAVEL DEMAND MODEL PHASE II



## MODEL IMPROVEMENTS June '14 - Jan '15

- Updated Model Input Data Layers
- Improvements from Regional Travel Demand Model
- Improvements from Newly Collected Data
- Incorporate Intrazonal Trips
- Develop Multipath Bike Assignments
- Sensitivity Testing
- Peer Review



## DATA COLLECTION June '13 - June '14

### Data Collection Instruments:

- CycleTracks Phone-App
- CycleTracks Web-App
- Online Stated Preference Survey

### Community Outreach:

- Bike/Ped Committees
- Advertising
- Direct Marketing



## TRAINING June '14 - Jan '15

- June '14 - Workshops for Utilizing Data Collection Instruments
- Ongoing - Technical Advisory Committee Meetings  
- Stakeholder Meetings
- Jan '15 - Train Staff on Model Tool



**MONTEREY BAY**  
Unified Air Pollution Control District



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